



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 336324

Schedule Dates

10/11/12-10/15/12

Advertiser

Pol/R Casey/D/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

BOB CASEY :60 10/9

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

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Date Entered 10/10/12
Last Modified 10/10/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06368275
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,422.50
Net Total \$30,727.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Oct. 2012 18 \$36,150.00
Grand Total: 18 \$36,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	7A- 8A (EST)					1	1			2	\$1,700.00	\$3,400.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/10/12
2.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	4:58A- Channel 11 News Sam					1	1			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 5-530A/2	10/10/12
3.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	10A- Ellen					1	1			2	\$900.00	\$1,800.00	Pittsburgh (WPXI)	ELLEN/3	10/10/12
4.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	4P- Judge Judy 4p					1	1			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JUDY 4-430P/4	10/10/12
5.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	11:34P- TONIGHT SHOW					1	1			2	\$1,850.00	\$3,700.00	Pittsburgh (WPXI)	TONIGHT/5	10/10/12
6.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	10:59P- CHANNEL 11 NEWS AT 11P					1	1			2	\$5,400.00	\$10,800.00	Pittsburgh (WPXI)	LATE NEWS/6	10/10/12
7.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	7A- 8A (EST)		1							1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/7	10/10/12
8.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	4:58A- Channel 11 News Sam		1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530A/8	10/10/12
9.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	10A- Ellen		1							1	\$900.00	\$900.00	Pittsburgh (WPXI)	ELLEN/9	10/10/12
10.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	4P- Judge Judy 4p		1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	JUDY 4-430P/10	10/10/12
11.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	11:34P- TONIGHT SHOW		1							1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	TONIGHT/11	10/10/12
12.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$5,400.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/12	10/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.